

1 **A SYSTEM FOR DISPLAYING VIDEO DATA HAVING A PROMOTION**
2 **MODULE RESPONSIVE TO A VIEWER PROFILE TO ENTICE**
3 **A VIEWER TO WATCH A PREMIUM CONTENT**
4

5 Abstract of the Disclosure

6 A video system has an input port to receive video data that includes a plurality
7 of premium contents and has an output port to couple to a video display for displaying
8 video data selected by a viewer. A preference engine is coupled to the input port and is
9 configured to track viewer selections of the video data and to create a viewer profile
10 representing viewing preferences of the viewer. A promotion module, which is coupled
11 to the preference engine and the output port, is responsive to the viewer profile to select
12 at least one preferred promotion content from the plurality of premium contents, to
13 cause the selected preferred promotion content to be stored and to cause the selected
14 preferred promotion content to be displayed to entice the viewer to watch a premium
15 content associated with the selected preferred promotion content.

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